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For immediate release

## Toon Boom Releases its First Animation Software for Kids

Montreal (November 26, 2007) – Emmy award-winning Toon Boom Animation Inc. today announced the release of Flip Boom, a fun and creative free-form animation tool. Based on traditional animation principles, Flip Boom sets the imagination free while teaching notions of timing and motion.

Easy to use, Flip Boom is intuitive and provides a playful experience. Flip Boom is ideal for children of all ages who want to start creating animation in seconds.

"Seeing the growing interest in animation coming from a younger age group, we decided to develop Flip Boom to cater to their creative needs. Keeping in mind the entertaining value such a tool can bring, we hope Flip Boom will appeal to kids and parents alike when it comes to have a fun activity together" said Joan Voogesang, President and Chief Executive Officer at Toon Boom.



Buy Flip Boom now at the launch special of \$29.99 US instead of \$39.99 US. Available in electronic format only, Flip Boom runs on Windows XP, Vista and Mac OS X 10.4 and 10.5. For more information, please visit <http://kids.toonboom.com/>

### About Toon Boom Animation Inc.

Toon Boom Animation Inc. is the worldwide leader in animation software solutions. Toon Boom carries entry level and high-end animation software solutions for film, television, web, games, mobile devices and training applications. Toon Boom's solutions also include powerful pre-production tools ideal for all animated or live-action projects. In 2005, Toon Boom was granted the Primetime Emmy® Engineering Award by the Academy of Television Arts & Sciences for its significant contribution made to the animation industry targeted for television, in North America and throughout Asia, Europe and the Middle East. In 2006, the IT Federation of Quebec (FIQ) awarded an OCTAS 2006 in the Multimedia – educational and cultural sector category, for Toon Boom Studio V3. In 2007, FIQ awarded an OCTAS 2007 in the Technological Innovation category, for Toon Boom Storyboard Pro.

Toon Boom's client base ranges from major studios creating Hollywood blockbuster animated films to individual animators creating their first masterpieces. Market-leading studios using Toon Boom's products include **Nelvana, Warner Bros., Mercury Filmworks, China Central Television, Toonz Animation India, eMation, Rough Draft Korea, Alphanim, Cosgrove Hall, Cromosoma and Enarmonia**, to name a few. Some of the prestigious productions done with Toon Boom's technology include *Les Triplettes de Belleville, Looney Tunes: Back in Action, The Rugrats, SpongeBob The Movie, Curious George, Go West: A New Lucky Luke Adventure* and *The Simpsons Movie*.

For additional information, visit Toon Boom at [toonboom.com](http://toonboom.com).